



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Professional Development

## **PRINCIPLES OF MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated by how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain employment opportunities in business.
2. Describe techniques for obtaining work experience.
3. Explain the need for ongoing education as a worker.
4. Explain possible advancement patterns for jobs.

## **EVENT SITUATION**

You are to assume the role of a marketing specialist at GABEL MARKETING, a firm that works with area businesses to develop marketing and advertising campaigns. A high school student (judge) has been shadowing you today and has asked you for information about developing the professional skills needed for a career in marketing.

GABEL MARKETING works with many different businesses to develop marketing campaigns, advertising campaigns, public relations activities, social media strategies and more. The high school student (judge) has been shadowing you as you monitor clients' social media platforms.

The high school student (judge) has truly enjoyed the experience and is now interested in a career in marketing. The high school student (judge) has asked you for information about employment opportunities in marketing and developing the professional skills needed for a career in the field.

You will explain the skills needed to the high school student (judge) in a role-play to take place in your office. The student (judge) will begin the role-play by asking you about professional development. After you have explained professional development to the student (judge) and have answered the student's (judge's) questions, the student (judge) will conclude the role-play by thanking you for your work.

## JUDGE'S INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE SITUATION CHARACTERIZATION

You are to assume the role of a high school student that is spending the day shadowing a marketing specialist (participant) at GABEL MARKETING, a firm that works with area businesses to develop marketing and advertising campaigns. You have asked the marketing specialist (participant) for information about developing the professional skills needed for a career in marketing.

GABEL MARKETING works with many different businesses to develop marketing campaigns, advertising campaigns, public relations activities, social media strategies and more. You have been shadowing the marketing specialist (participant) and been observing them monitor clients' social media platforms.

You have truly enjoyed the experience and are now interested in a career in marketing. You have asked the marketing specialist (participant) for information about employment opportunities in marketing and developing the professional skills needed for a career in the field.

The marketing specialist (participant) will explain professional development in a role-play to take place in the marketing specialist's (participant's) office. You will begin the role-play by asking about professional development.

During the course of the role-play, you are to ask the following questions of each participant:

1. If I earn a degree in marketing or business, what other careers could I pursue besides working at a marketing firm?
2. How might I obtain work experience in the field throughout high school and college to prepare for a career in marketing?
3. What resources are available to develop the skills needed for a career in marketing?

After the marketing specialist (participant) has given you the information and has answered your questions, you will conclude the role-play by thanking the marketing specialist (participant).

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**PRINCIPLES OF MARKETING, 2019**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA  
Professional Development**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain employment opportunities in business?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe techniques for obtaining work experience?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the need for ongoing education as a worker?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain possible advancement patterns for jobs?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						